

## **MEDIA AGENCY MEDIASSOCIATES EXPANDS EXECUTIVE TEAM**

### **Promotion and hiring reflects doubling of agency billings over 2 years**

SANDY HOOK, CT (May 25, 2021) – Mediassociates, a media planning, buying and analytics agency based outside New York City, has announced the expansion of its executive leadership team with the promotion of Alicia Weaver to vice president, offline activation, and the hiring of Christine Sheehan as vice president, account strategy. The move reflects the agency's rapid growth in 2020 and 2021, with its total advertising media billings up more than 100% in two years.

"Alicia and Christine reflect our ongoing investments in senior advertising strategists to guide clients in the changing world of video, digital, and omnichannel marketing," said Jeff Larson, Mediassociates president. "COVID-19 created a high-pressure environment for many marketers who had to balance branding efforts with performance. Our Mediassociates 'Precision Branding' approach connects brand awareness to direct response, with innovations in both data targeting and performance forecasting."

"Our Precision Branding innovation has led to significant account wins in the past year, as marketers yearn to both tell their stories and drive immediate results. We're pleased to bring these new executives forward to support our clients," he added.

Alicia Weaver is a television media specialist with 17 years of experience across linear, DRTV, and emerging video formats. In the past several years at the agency, she has grown the broadcast offline activation department to support omnichannel media planning in a "no boundaries" approach – enabling fluid planning and optimization of video advertising without the siloes that often emerge in large holding company agencies. Alicia's recent clients include California State Automobile Association, Traeger Grills, Mount Sinai Health System, and University of Phoenix. She has also contributed to internal agency culture including designing support networks for new parents.

"We're after a data-based, holistic approach to media, and Alicia has delivered it in spades," said Jeff Larson. "As offline media takes more forms and blurs with online, it's paramount we plan advertising from a 360-degree perspective. Alicia has our whole team seeing the media and the data we need from all sides. Clients win with improved marketing performance."

Christine Sheehan joins Mediassociates to lead an account portfolio and continue the enhancement of data-driven advertising media planning. She brings 18 years of prior experience at Mindshare, Media Assembly and TargetCast tcm. An omnichannel planning specialist, Christine has designed media plans for major brands such as 1-800-Contacts, AbbVie Pharmaceuticals, AMC Networks, Duracell, Expedia, Oral-B and TIAA-CREF.

### **About Mediassociates**

Mediassociates is an independent media planning, buying and analytics agency. It guides brands in planning communication campaigns with a focus on predicting, measuring, and optimizing business outcomes. With the advertising landscape shifting almost daily, [Mediassociates](https://www.mediassociates.com) proactively guides clients through the ongoing revolution in media and technology. Recent clients include Ariat, Mount Sinai Health System, The Centers for Disease Control, Catholic Relief Services, Yale New Haven Health System, Nordstrom's Trunk Club, Eaton Corporation, and Panasonic. Mediassociates has been named an Inc. 5000 fastest-growing private company in America for three years. For more information on Mediassociates, visit [www.mediassociates.com](https://www.mediassociates.com).

